COURSE: TOURISM SEASONALITY

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Main topics:
   • Introduction to the term tourism seasonality
   • Seasonality in tourist demand structure – statistical data analysis in selected Mediterranean destination
   • Causes of tourism seasonality
   • Implications of tourism seasonality
   • Measuring tourism seasonality
   • Strategies to combat tourism seasonality

Programme structure:
   • 5 day course
   • Every student gets lecture notes bound into a booklet as well as a CD containing a digital version of the booklet

Important dates:
   Course dates: 31/08/2020 – 04/09/2020
   Deadline for application: 01/07/2020
   Payment due by: 13/07/2020
   Confirmation of the course: 20/07/2020

Price of the course: 300 € (tax included)

Programme plan:
Day 1
   - Definition of tourism seasonality (1h)
   - Specifics of tourism seasonality (2h)
   - Seasonality in tourist demand structure (2h)
Day 2
   - Causes of tourism seasonality (2h)
   - Implications of tourism seasonality (3h)
Day 3
   - Measuring tourism seasonality (2h)
   - Strategies to combat tourism seasonality (3h)
Day 4
   - Selective forms of tourism (3h)
   - Destination attractiveness (2h)
Day 5
   - Solving final business case (3h)
   - Final examination (2h)

Programme lecturer:
Goran Ćorluka, PhD
Senior lecturer at the University of Split, University Department of Professional Studies, Head of Business Trade Department, Split, Croatia. Croatian Scientific Bibliography